

Message Text

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21

ACTION EA-09

INFO OCT-01 EB-07 ISO-00 /017 W
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R 230711Z JUL 76

FM AMEMBASSY BANGKOK

TO USDOC WASHDC

INFO SECSTATE WASHDC 1143

UNCLAS BANGKOK 20823

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJ: WTDR/FTI - PAN SUPPLIES CO., LTD.

REF : USDOC 11442

1. THAILAND W. CNTRY CODE: 549 3. SOXQ. NO: 0013400
4. PAN SUPPLIES CO., LTD.
- 4A. CODE: K
5. 311-213 SUKHUMVIT SOI 21, G.P.O. BOX 20
6. BANGKOK, THAILAND.
7. ESTABL: 1960 I. EMPL. 75 9. SIZE: (19-X) LARGE
10. REPUTATION: (22-X) GOOD
11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED IN
ORDER OF IMPORTANCE: LOCAL MARKET.
12. RPT. DATE : 07/76
- 13A. 35310/235 IMP. AND DISTR. OF CONSTRUCTION MACHINERY AND
MATERIAL HANDLING EQUIPMENT. 13B. 35100/235 IMP. AND DISTR. OF ENGINE
S AND TURBINES.
- 13C. 34295/235 IMP. AND DISTR. OF HOSE FITTINGS AND COUPLINGS.
- 13D. 35990/235 IMP. AND DISTR. OF FLEXIBLE HOSE.
- 13E. 34291/235 IMP. AND DISTR. OF MACHINE TOOLS.
- 13F. 35484/235 IMP. AND DISTR. OF AUTOMOTIVE MAINTENANCE
EQUIPMENT.
- 13G. 35690/235 IMP. AND DISTR. OF LUBRICATING EQUIPMENT.
- 13H. 35613/235 IMP. AND DISTR. OF PUMPS.
- 13I. 35663/235 IMP. AND DISTR. OF TRANSMISSION CHAINS.

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14. CONTACT: SURIT CHANNO TITLE: GENERAL MANAGER

15. CABLE: PANSUP 16. TELEX: TH2807 17 TEL. 391-0588

18. FINANCIAL REFS: SIAM COMMERCIAL BANK LTD., 1060 NEW PETCHBURI ROAD, BANGKOK; UNION BANK OF BANGKOK LTD., 624 YAWARAJ ROAD, BANGKOK; THAI MILITARY BANK LTD., MANSION 2, RAJDAMNERN AVENUE, BANGKOK.

19. TRADE REFS: AEROQUIP CORPORATION, 300 SOUTH EAST AVENUE, JACKSON, MICHIGAN 49203; SNAP-ON TOOLS, 8031 28TH AVENUE, KENOSHA, WISCONSIN 53140; AMERICAN HOIST & DERRICK CO., 65 SOUTH ROBERT STREET, ST. PAUL, MINNESOTA 55107.

20. AGENCY REP: AEROQUIP CORP., 300 SOUTH EAST AVENUE, JACKSON, MICHIGAN, FLIXIBLE HOSE AND FITTINGS, ACQ: 1962; ALLIS-CHALMERS INT'L., 846 SOUTH, 70TH STREET, MILWAUKEE, WIS., FORK LIFT TRUCK, ACQ: 1966; DIAMOND CHAIN CO., INC., 402 KENTUCKY AVENUE, INDIANAPOLIS, IND., TRANSMISSION CHAIN, ACQ: 1964; J. HOFMAN OVERSEAS INC., U.S.A., CHAINS, ACQ: 1965; SNAP-ON TOOLS INT'L, 8031 28TH AVENUE, KENOSHA, WIS., INDUSTRIAL AND WORKSHOP TOOLS, ACQ: 1964; EARTHMOVING EDGES ENGINEERING CO., AUSTRALIA, CUTTING EDGES AND END BITS, ACQ: 1964; JAQUES LIMITED, AUSTRALIA, STONE CRUSHING EQUIPMENT, ACQ: 1970; PACIFIC CONSTRUCTION EQUIPMENT, AUSTRALIA, ROAD BUILDING AND COMPACTION EQUIPMENT, ACQ: 1964; PERCY BOYDEN LTD., AUSTRALIA, RECORDER CHARTS AND TELEPRINTER, ACQ: 1973; MISAL S.A.S. LETO, ITALY, MACHINE TOOLS, ACQ: 1964; AMERICAN HOIST INTERNATIONAL CORP., U.S.A., ROAD COMPACTION EQUIPMENT, ACQ: 1968; THUNE-EUREKA AAXXS., NORWAY, PUMPS, ACQ: 1976; TAICHUNG MACHINERY WORKS CO., REPUBLIC OF CHINA, MACHINE TOOLS, ACQ: 1974.

21. SUBJECT FIRM WAS INCORPORATED IN 1960 AS A LIMITED LIABILITY COMPANY WITH AN AUTHORIZED CAPITAL OF \$50,000. FIRM IMPORTS HAND AND MACHINE TOOLS, ROAD CONSTRUCTION MACHINERY, AUTOMOTIVE AND ENGINEERING EQUIPMENT AND BOILERS FOR WHOLESALE AND RETAIL DISTRIBUTION, AS WELL AS FOR TENDER SALES TO GOVERNMENT AGENCIES. THE UNITED STATES IS REPORTED TO BE ITS MAIN SOURCE OF SUPPLY, WITH ABOUT 60 PER CENT OF TOTAL IMPORTS. FIRM IS AFFILIATED WITH ASOKE MOTOR LTD. (WTDR-03/70) A LOCAL DISTRIBUTOR OF AUSTRALIAN-MADE "HOLDEN" AUTOMOBILES, AND ASOKE CAR AND TRUCK SALES LIMITED (WTDR-11/67), AN EXCLUSIVE AGENT OF BRITISH -MADE "VAUXHALL" AUTOMOBILE AND "BEDFORD" TRUCKS.

PAN SUPPLIES HAS 75 EMPLOYEES, OF WHOM 30 ARE TRAVELLING SALESMEN. FIRM'S BUSINESS APPEARS TO BE WELL RUN AND CAPABLY MANAGED. ITS ANNUAL SALES IN 1975 WERE ABOUT \$1.5 MILLION. BANKING SOURCES

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REPORT FAVORABLY ON THE FIRM'S ACCOUNT AND THAT CREDIT HAS BEEN EXTENDED WITH SATISFACTORY RESULTS. FIRM IS CONSIDERED RELIABLE AND CAN BE RECOMMENDED AS A TRADING PARTNER FOR AMERICAN SUPPLIERS.

22. PREPARED BY: S. SAMRAN APPROVED BY: THOMAS C. STAVE
AT: AMEMBASSY BANGKOK.
WHITEHOUSE

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